AI + Analytics

Tableau AI brings the future into today's decisions

Our approach to AI is more than just an algorithm, it is driven by practical applications to help people and organizations answer pressing questions. Tableau builds transparent AI into its platform so everyone can easily understand how predictions and insights are surfaced and why they are relevant—helping you make smarter decisions right in the flow of analysis.

Leveraging AI across the user spectrum

Augmented Analytics

For the Business User & Analyst

Confidently get answers and uncover insights faster with ML, statistics, natural language, and smart data prep.
Learn more

Business Science

For the Advanced Analyst

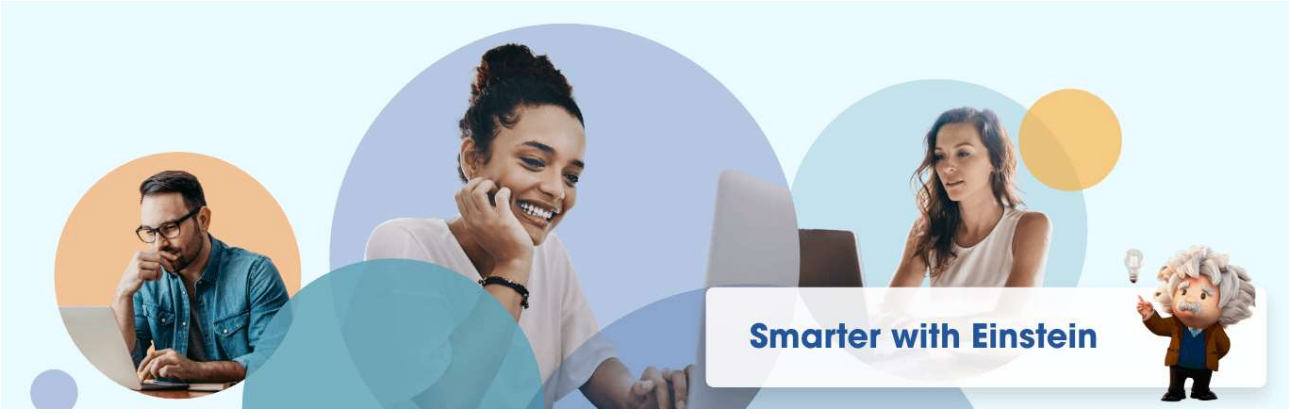
Make smarter decisions faster with AI-powered predictions, what-if scenario planning, guided model building, insights, and other data science techniques – all with clicks, not code

science techniques — all with clicks, not code.
Learn more

Data Science

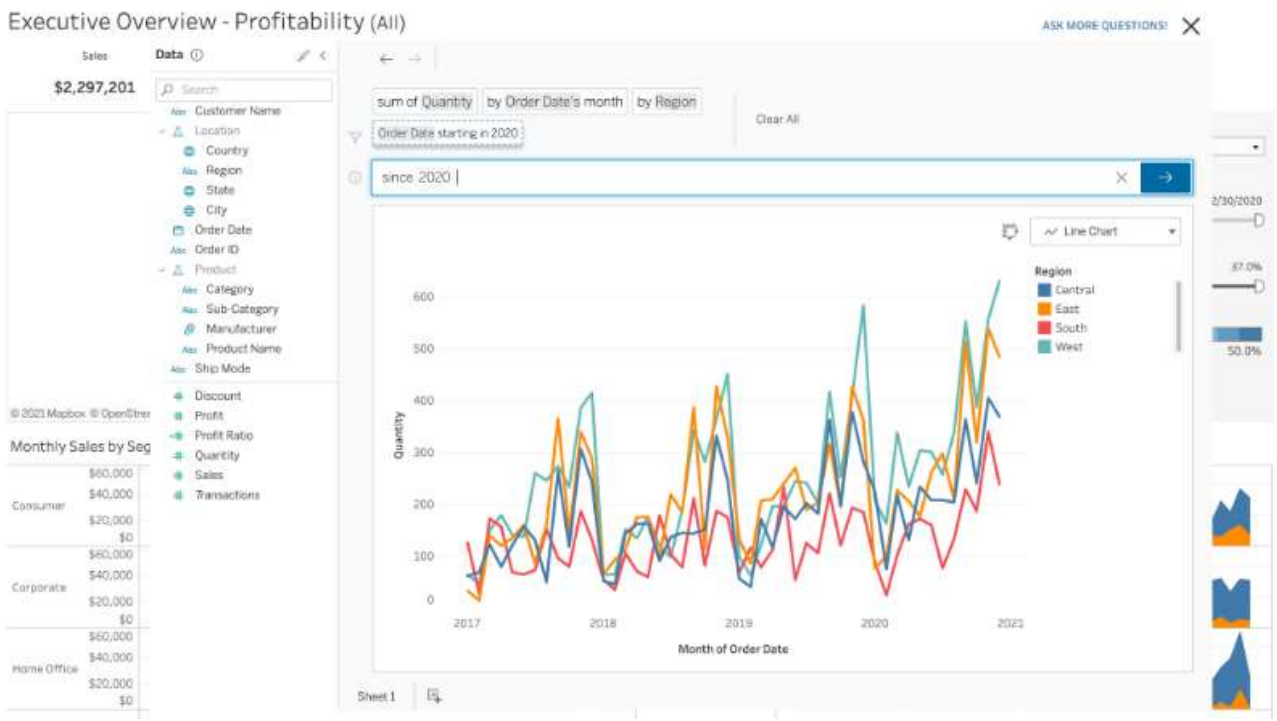
For the Data Scientist

Make your statistical models more accessible directly in Tableau, with R, Python, MATLAB, and more.
Learn more



Augmented Analytics

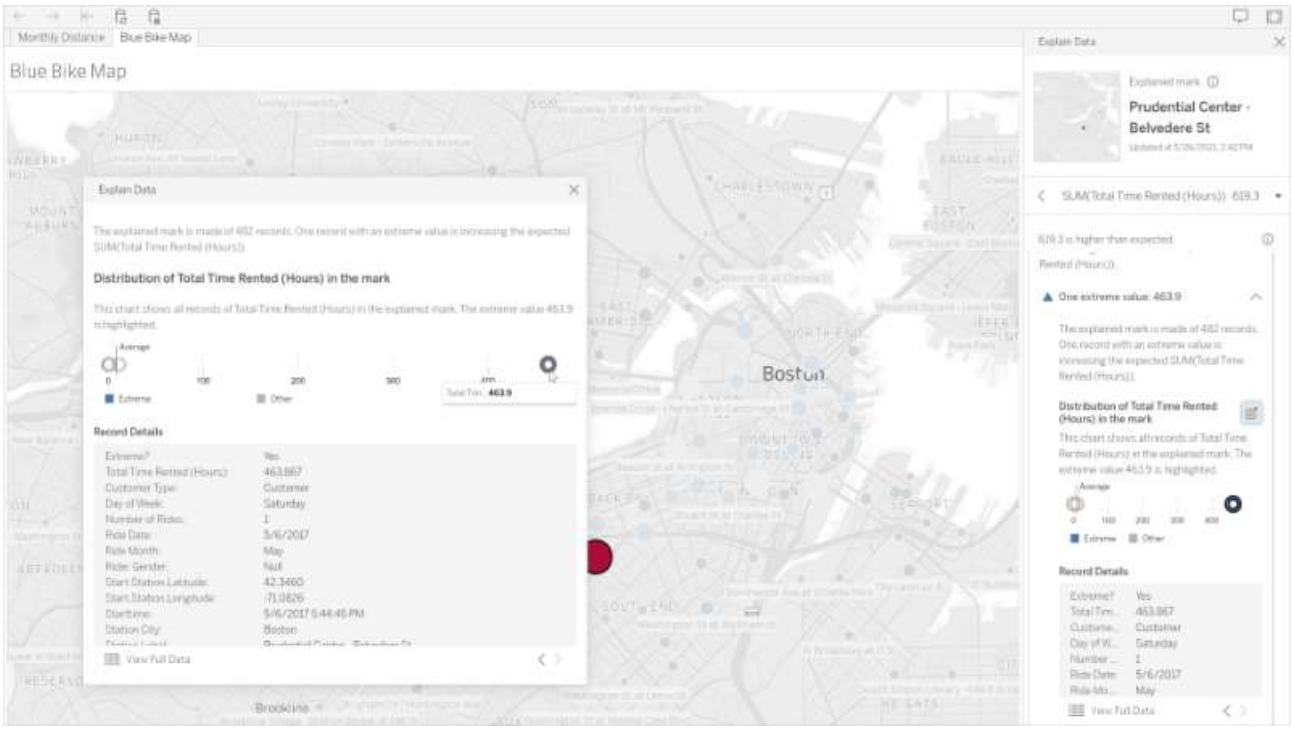
We’re investing in analytical capabilities that help anyone—even those new to data analytics —get answers and uncover unanticipated insights faster through machine learning, statistics, natural language, and smart data prep.



Ask Data

Allows users to ask business questions in natural language and uncover results to explore data visualizations.

Learn more



Explain Data

Discover the "why" behind insights with dynamic visualizations that allow for deeper exploration.

Learn more

Learn more about Augmented Analytics

Tableau Business Science

Business Science is a new class of AI-powered analytics that allows people with domain expertise to make smarter decisions faster and with more confidence, recognizing that not all problems require precision at the expense of speed and business context. By equipping more people with governed, no-code AI—like predictions, what-if scenario planning, and guided model building—business teams can do more analysis themselves.

Simple and Fast

Easily explore relevant predictions on your targeted questions.

Our Business Science technologies help you make faster decisions on your focused questions by surfacing predictions and recommendations with automated discovery and no-code ML.

Trusted

Feel confident in your decisions with accessible and transparent AI.

With our Business Science technologies, we model and surface data using transparent AI, equipping you and your teams with visibility into key drivers behind the results so that you can stand behind your

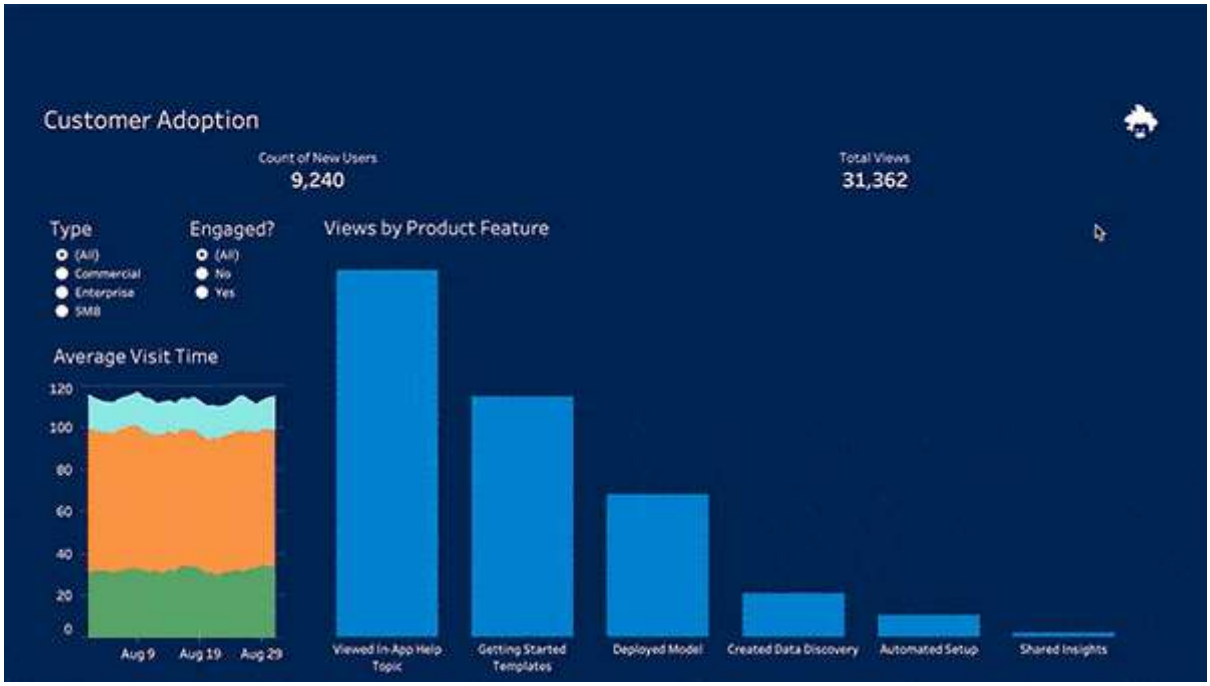
decisions.

Integrated

Build and share your insights right where you are working.

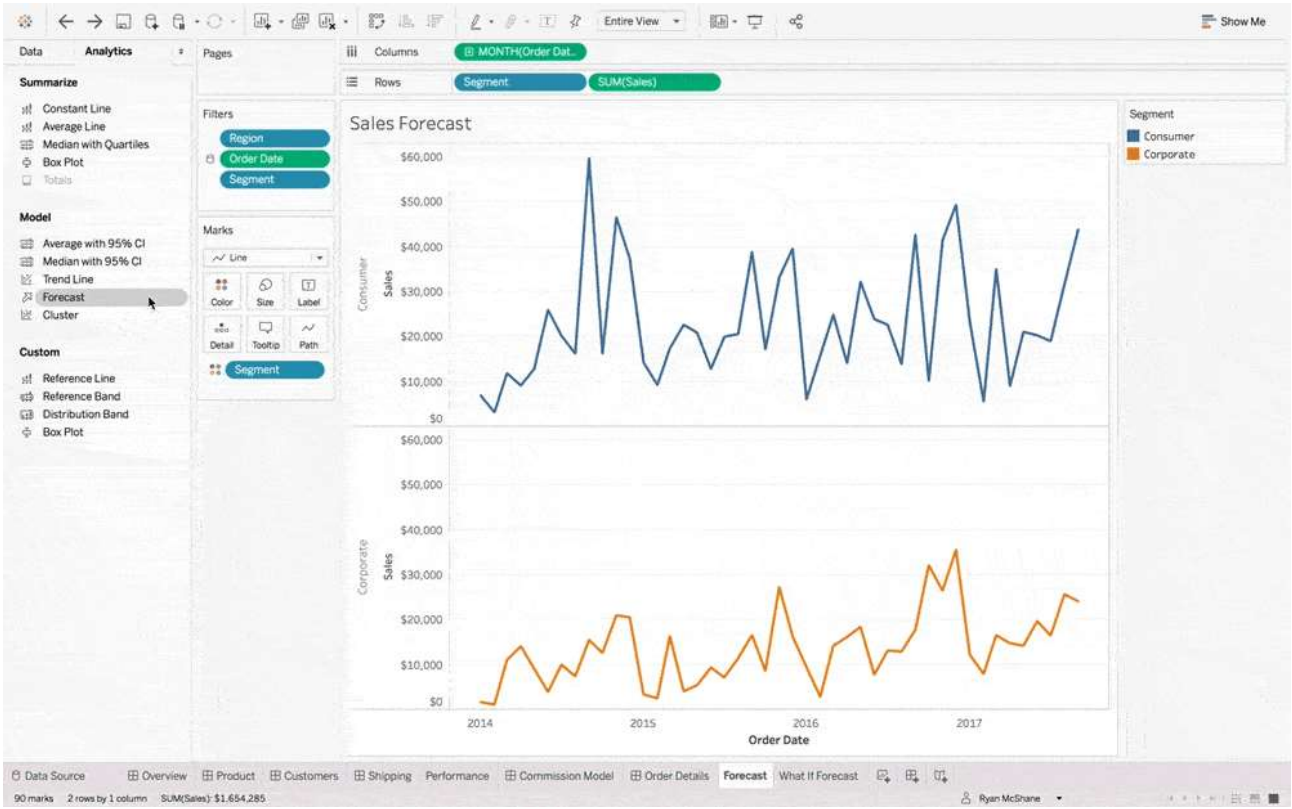
Our Business Science technologies and deep third-party AI integrations are built right where you are working. You can easily build, deploy, and operationalize custom predictive models and simulations without disrupting your analysis.

Introducing Einstein Discovery in Tableau



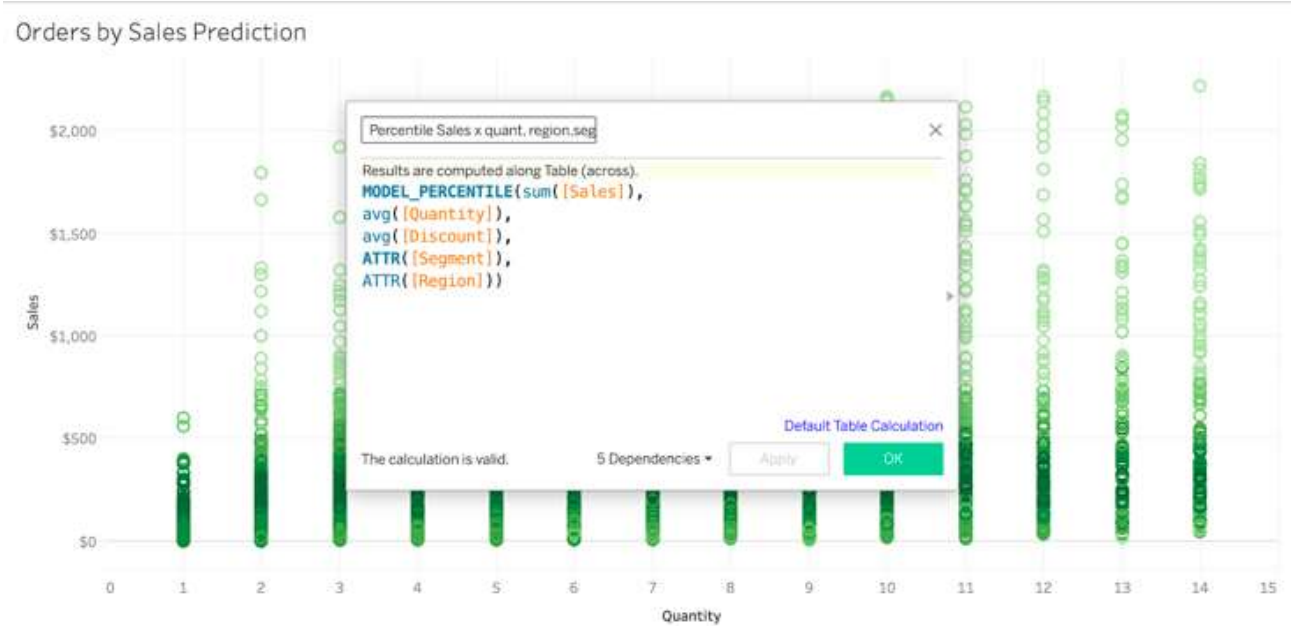
Easily build and integrate predictive models into your Tableau workflows

Powered by machine learning (ML), Einstein Discovery brings trusted predictions and recommendations to every Tableau user for smarter and accelerated decision-making. Developed by Salesforce and now in Tableau workflows, Einstein Discovery empowers anyone from data scientists to business users to create intuitive predictive models without needing to write code.
Learn more



Forecasting

Predict where your business is going. Simply drag and drop to generate a forecast. Tableau automatically selects the forecasting model based on the data, and accounts for seasonality with exponential smoothing. Learn more



Predictive modeling functions

New prediction table calcs go beyond the existing trend line analytics function to build a model that understands how your data is distributed around a best-fit line. Using a linear regression model by default, MODEL_QUANTILE returns a target value at a specified percentile where MODEL_PERCENTILE returns the probability of the expected value being less than or equal to the observed mark. Change the model in the expression to regularized linear regression or Gaussian process regression and immediately see how that change impacts the predictions when compared to historical data.
Learn more
Business Science Whitepaper

Business Science Whitepaper

Get a deep-dive on Business Science from Tableau's CTO, Andrew Beers

Read whitepaper
IDC Market Spotlight: Business Science

IDC Market Spotlight: Business Science

How organizations can bridge the gap between data science and business outcomes

Read Report

Data Science

Better leverage data science and analytics investments by scaling models and custom code across the organization right in the flow of your work. Integrate and dynamically visualize the results from your R, Python, Einstein Discovery, MATLAB, and other extensions and integrations in Tableau.

R Integration

Integrate R packages, statistical analysis, or any of your saved data models into Tableau visual analytics.

Python Integration (TabPy)

TabPy allows Tableau to remotely execute Python code in Tableau calculations and call deployed Python functions.

MATLAB Integration

Deploy MATLAB models for predictive insights, or pre-process your data using MATLAB and persist into a Tableau data extract for further analysis.

Analytics Extensions API

Extend Tableau calculations to dynamically include programming languages, tools, and more. Create integrations similar to our TabPy and MATLAB integrations.